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Dear Friends,

As you know, our tourism industry is one of the most important economic engines in Arizona, creating jobs and investing billions of dollars into our local economy. According to the [Arizona Office of Tourism](#), total direct travel spending in Arizona in 2008 was \$18.5 billion, contributing \$1.4 billion in local and state revenues, and generating 166,900 local Arizona jobs. This translates into over \$50 million a-day being pumped into our state's economy.

According to the [Scottsdale Convention and Visitors Bureau](#), 16% of all jobs in Scottsdale are directly related to tourism with another 23% of jobs being impacted by the tourism industry. Just this week, the [Phoenix Business Journal](#) reported that the tourism sector in Scottsdale continues to struggle.

In these tough economic times, this vital industry continues to suffer causing our local businesses to shed more jobs and lose revenue, negatively impacting our overall state economy. This is troubling for our district and our state, and I believe that we must take action.

Increasing promotional efforts to boost tourism have proven to be effective. According to the Arizona Hotel and Lodging Association, every \$1 of marketing from the Arizona Office of Tourism generates \$180 in direct visitor spending and \$14.95 in state and local revenue. While [our state faces billion dollar deficits](#), for every \$1 we invest in promoting tourism, \$8 is generated into the state general fund.

This is why I cosponsored, H.R. 2935, the Travel Promotion Act, in the House of Representatives. This legislation would provide a fiscally responsible way to reverse the loss of overseas visitors since 9/11 by creating a Corporation for Travel Promotion. This bill would be paid for by private sector contributions and a \$10 fee on foreign travelers from countries that do not pay for a visa to enter the United States. I believe this is a sensible way to encourage travel to Arizona at no cost to taxpayers.

As an added benefit, the non-partisan Congressional Budget Office estimated that the bill would help [reduce the federal budget deficit](#) by \$425 million over a decade.


The Travel Promotion Act has recently passed the Senate and is currently working its way through the House. I believe that if we pass this legislation, we can help bring travelers back to Arizona and provide our local economy a much-needed boost.


As always, I look forward to being able to provide you with regular updates and continue our dialogue in the future.

Sincerely,



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If you wish to contact me, please do so at <http://mitchell.house.gov>. Please **do NOT reply** to this message.  
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